



Export News

North Texas Export Assistance Center

September 2005

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Who we are ...

The North Texas U.S. Assistance Center is part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). The CS mission is to assist small-to-medium sized businesses with exporting their products and services worldwide. For more information on the CS, visit www.export.gov/cs.

STATE DEPT. LAUNCHES NEW CENTER TO FACILITATE BUSINESS VISAS

The U.S. State Department has launched a Business Visa Center to assist businesses in the U.S. and their partners, customers and colleagues worldwide with the issuance of visas for legitimate business travelers. For details, please visit: www.state.gov/r/pa/prs/ps/2005/49644.htm.



North Texas Company Awarded an Export Achievement Certificate by the Secretary of Commerce

The North Texas U.S. Export Assistance Center (USEAC) and District Export Council (DEC) welcomed Secretary Gutierrez to the facility of Fort Worth exporter and refurbisher of diesel engines and parts, **FBM Trading, Inc.**

The Secretary toured the factory and addressed FBM employees, DEC members, USEAC staff, and FBM friends, commending the company for its export growth and commenting on the benefits of Central American Free Trade Agreement (CAFTA). When the Secretary concluded his remarks, he adeptly fielded a range of questions including the benefits of CAFTA for U.S. exporters and the state of the economy. The Secretary concluded the program by presenting FBM with an Export Achievement Certificate.

CAFTA - DR SIGNED BY PRESIDENT BUSH



The Central American - Dominican Republic Free Trade Agreement (CAFTA-DR) is currently not in effect. The U.S. Congress approved the CAFTA-DR in July 2005 and the President signed it into law on August 2, 2005.. The CAFTA-DR has been approved by the legislatures in El Salvador, Guatemala and Honduras. Approval is pending in Costa Rica, the Dominican Republic and Nicaragua. The agreement shall enter into force on a date to be agreed upon among the parties. Once implemented, however, U.S. manufacturers, workers, farmers and ranchers will benefit from its market opening provisions.

Companies interested in initiating or expanding sales to Central America (Costa Rica, El Salvador, Honduras, Guatemala and Nicaragua) and the Dominican Republic, should visit USDOC's CAFTA-DR website: <http://ita.doc.gov/cafta/index.asp>.

New Wood Packing Material Regulation Will Affect All Exports To Mexico

All wood packaging and pallets must be either heat treated or fumigated before being allowed entry into Mexico. ***This regulation becomes effective on Sept 16, 2005!***

The US Commercial Service in Monterrey, together with the Agricultural Trade Office (ATO) Monterrey, will host a WebEx briefing on new regulations that will affect all shipping from the U.S. to Mexico (and Canada).

The WebEx will be held on Sept 6, 2005 at 10 AM Central Time. You can register through the link on the attached flyer (for those who do not wish to send the flyer itself, the registration link is: http://www.buyusa.gov/mexico/en/wood_packaging_webex.html).

COMMERCIAL NEWS USA- UPCOMING SPANISH ISSUE

November-December 2005

U.S. exporters that advertise in the November-December issue of *Commercial New USA* will have their ads translated into Spanish and included in a special Spanish language edition - for no additional fee. Advertisers also will have their Spanish language ads included in the U.S. Exporters Director on the magazine's web site at www.export.gov/cnusa.
Deadline September 9th

BIS: "Don't Let This Happen To You!"

The Bureau of Industry and Security/U.S. Department of Commerce has recently published the latest edition of "Don't Let This Happen to You", an introduction to U.S. Export Control Law, with real life recent investigations of export control and anti-boycott violations, and many other topics. To download a free copy of the 48-page booklet, log on to: www.bis.doc.gov/ComplianceAndEnforcement/DontLetThisHappenToYou2005.pdf.

New Service Advises of Foreign Regulation Changes

On July 1, 2005, the National Institute of Standards and Technology (NIST), an agency of the U.S. Department of Commerce, launched **Notify U.S.**, a free Internet-based service that electronically notifies interested businesses when foreign governments propose regulations that might affect U.S. exports.

Available from NIST's Technology Services' National Center for Standards and Certification Information (NCSCI), **Notify U.S.** can spare businesses and other organizations from unwanted surprises sometimes caused by unanticipated changes in technical requirements that dictate terms of market entry. **Notify U.S.** will gather, organize, and disseminate notifications of proposed regulatory changes issued by any of 148 countries that are members of the World Trade Organization (WTO).

Users can specify the industries that they wish to track and can monitor developments in selected countries or regions, such as Japan or the European Union.

Notify U.S. is expected to make it easier for U.S. companies to stay on top of foreign technical regulations that affect their overseas business. Early warning should help to ensure that U.S. organizations have adequate lead-time to review and comment on proposed regulations—and perhaps head off regulations judged to pose a barrier to trade.

U.S. organizations and individuals interested in using the **Notify U.S.** service can register online at <http://www.nist.gov/notifyus/>. For additional information, contact NCSCI at 301.975.4040

Trade Leads

View announcements from qualified international companies looking to source U.S. products and services and advertise government tender projects through our trade leads database. All of our trade leads are prescreened by our U.S. embassy or consulate staff and are provided as a by country. http://www.export.gov/comm_svc/tradeleads/tradeleads.html

New Market Research Available

The following are summaries of reports that have come in recently from our overseas offices. If you find a particular report of interest, please call us at 312-353-8040 and we will be happy to send you the full text FREE OF CHARGE.

To find out what else is new in your specific industry sector, please call the appropriate industry specialist listed on the back page of this newsletter.

Japan: Green Building Products Market Industry Market Insight of August 9, 2005

The Japanese green building products market is an emerging market. It is expected to grow rapidly for the next 5 to 10 years, due to the Japanese interest in environmental and health issues. U.S. green building products, particularly energy saving building products, have good market potential in Japan. Report includes market overview, market trends and competition. 6 pages.

The Netherlands: Computer Software Market

Industry Market Insight of July 15, 2005

The computer software market amounted to about \$5.3 billion in 2004 and is expected to grow by about 6 percent in 2005. Demand for software is increasing, particularly in the small and medium enterprise segment. The Netherlands offers an open market, which is accessible and welcomes new investments, both foreign and domestic. The current lower U.S. dollar exchange rate is expected to positively affect U.S. exports. Report includes market overview, market access and end users sections. 6 pages.

China: Coal Mining Equipment Market Industry Market Insight of July 15, 2005

Coal is the most available energy resource in China, supplying about 70% of primary energy consumption. China is the world's largest coal producer, accounting for nearly 28% of the world's annual production.

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MARKET OF THE MONTH: NORDIC REGION



Denmark, Finland, Norway and Sweden are attractive and lucrative markets for U.S. companies, as well as an important trading partners to the U.S. Combined, the region's 24 million consumers are looking for high-quality and reputable products from abroad, and are receptive to U.S. products and services. The region effectively serves as a gateway to the Baltic countries as well as northwest Russia, which increases the number of potential consumers to over 80 million.

The Nordic countries are among the world's wealthiest countries. The region is dynamic, highly sophisticated and very competitive, with a stable political and economic climate. English is widely spoken and commonly used in the business environment making the market easy to enter for U.S. companies. American high quality products and services as well as state-of-the-art technology are well received. Denmark, Finland and Sweden are members of the European Union (EU). Norway is linked to the EU through the European Economic Area (EEA) agreement. By virtue of the EEA, Norway is practically part of the EU's single market. Norway implements most EU directives as a result of its EEA obligations.

http://www.export.gov/comm_svc/press_room/market

U.S. and China Sign Agreement to Launch New International Partner Network to Further U.S.-China Business Relations

U.S. Commerce Acting Under Secretary for International Trade Tim Hauser and China Council for the Promotion of International Trade (CCPIT) Chairman Wan Jifei signed a Memorandum of Understanding (MOU) to launch a new U.S.-China International Partner Network in 14 major business centers across China on July 12, 2005. The MOU was signed during the U.S.-China Joint Commission on Commerce and Trade annual meeting.

"The U.S.-China International Partner Network will foster new relationships between U.S. and Chinese small and medium-size companies in 14 key Chinese business centers, generating new opportunities for U.S. business in the China market and prosperity for both our great nations," said Hauser.

For more information: http://www.ita.doc.gov/media/PressReleases/0705/partner_071405.html

New Market Research Available Continued.....

Over the past two decades, China has imported billions of US dollars on advanced technologies and equipment for coalmine construction, development, transportation and processing. Report includes market overview, market trends and opportunities. 8 pages

France: Agriculture Machinery Market *Industry Market Insight of August 11, 2005*

France has the largest market for tractors and agricultural machinery (AGM) in Europe. Totaling \$4.93 billion in 2004, it represents approximately 25 percent of the total European AGM market and is second only to the United States in AGM imports on a global level. The AGM market has seen steady growth, which is expected to continue. Report contains market profile, sub-sector analyses, and best prospects. 16 pages.

India: Railway Equipment Market *Industry Market Insight of July 14, 2005*

With a total route length of 63,000 kilometers and a fleet of 7,000 passenger and 4,000 freight trains, Indian Railways (IR) is the second largest rail network in the world. IR is trying to develop broad-based sources of supply and is actively seeking competitive sources and encouraging domestic industry to develop joint manufacturing capabilities with foreign suppliers. These developments provide U.S. firms with an excellent opportunity to increase their presence in the market. Report includes market overview, market trends, and more. 7 pages.

Check Out These Valuable Resources

? **Import Regulations** – This Hong Kong Trade Development Council website has information about import requirements for China, the EU, Canada, Japan, and Australia. Go to: <http://sme.tdctrade.com/ir/index.html>

? **Korea Customs Website** – Go to: <http://www.customs.go.kr/eng/>

? **APEC Tariff Database** – This Asia Pacific Economic Cooperation website contains tariff information for 21 countries. Registration is free. Go to: <http://www.apectariff.org>

FYI: Common Complaints About U.S. Exporters

- U.S. firms don't familiarize themselves with the foreign market.
- U.S. companies give less attention to foreign business and overseas inquiries are often ignored
- U.S. firms offer domestic customers better terms than their overseas customers.
- Product/service literature from U.S. firms is often only available in English.
- Quotes from U.S. companies are not consistent with **Incoterms 2000**. (International Commercial Terms).

To tune-up your export program, call your trade specialist or go to <http://www.export.gov>

This site includes Export Basics and sections on Market Research; Shipping Documentation & Requirements; Pricing, Quotes & Negotiations; and Export Finance."

ASIA NOW Express Service Information in Hurry



Do you have a question about market conditions and opportunities in Asia? Here's a fast, free, and proven way to capture that information through our network.

The ASIA NOW Express Service is a commitment by participating U.S. Commercial Service posts to provide you with free 24 hour turnaround time for important questions that can be answered with an hour or less of research.

Typical information we can provide includes:

- Advice on duty rates
- General information on relevant local standards for various products
- Publicly available information on local companies
- Free lists of "unqualified" potential agents and other business contacts.

Here is a list of participating posts:

- | | |
|-------------------------|---------------|
| • Australia/New Zealand | • Malaysia |
| • China | • Philippines |
| • Hong Kong | • Singapore |
| • Indonesia | • Taiwan |
| • Korea | • Thailand |

For more information:

<http://buyusa.gov/asianow/express.html>

UPCOMING TRADE SHOWS AND MISSIONS

International Public Transportation Expo 2005

Dallas, TX 9/26/05-9/28/05
Held in conjunction with the APTA Annual Meeting every three years, EXPO 2005 presents the world's premier collection of manufacturers and suppliers of transit innovation.

Cosmoprof Asia 2005

Hong Kong 11/9/05-11/11/05
Renowned as the most comprehensive international beauty and cosmetics industry showcase in Asia Pacific.

EnviroPro 2005- US Pavilion

Mexico City, Mexico 10/11/05-10/14/05
The leading event in Mexico related to the environmental industry.

Louisiana Gulf Coast Oil Exposition (LAGCOE) 2005

Lafayette, LA 10/25/05-10/27/05
The Louisiana Gulf Coast Oil Exposition (LAGCOE) is the second oil and gas event in the United States.

Automotive Aftermarket Industry Week

Las Vegas, NV 11/1/05-11/04/05
Held in conjunction with the SEMA show, as part of Automotive Aftermarket, the APPEX show is the ultimate viewing and learning experience for automotive aftermarket professionals from around the world.

International Builder's Show 2006

Orlando, FL 1/12/06-1/15/06
The International Builders Show is the largest building industry trade show in the USA and offers the largest number of construction related meetings, seminars, and workshops in the world.

CeBIT Australia 2006

Sydney, Australia 05/09/06-05/09/06
CeBIT Australia is Australasia's leading Information & Communications Technology (ICT) event.

**COMMERCE SECRETARY TO
LEAD FIRST TRADE MISSION
TO CENTRAL AMERICA SINCE
PASSAGE OF CAFTA-DR**



Guatemala, Honduras & El Salvador October 16-22

This mission will highlight the new opportunities for U.S. business in Central America that have emerged as a result of the passage of the Central American-Dominican Republic Free Trade Agreement (CAFTA-DR). With CAFTA-DR, U.S. companies stand much to gain from open markets, expanded business opportunities, and stronger trade ties in the region. Cost \$7700 excluding travel & lodgings. Application deadline: Sept. 16. For details, see www.buyusa.gov/centralamerica/en.

Renewable Energy Trade Mission to Brazil

Rio de Janeiro, Sao Paulo, Salvador de Bahia
10/17/05-10/19/05

The U.S. Department of Commerce's Renewable Energy Trade Mission to Brazil, October 17-19, 2005, provides a cost-effective way to meet pre-screened business contacts in this high-growth sector.

Cost: \$3,200 per company (one company rep); \$750 for each additional traveler (participation fee does not include travel and lodgings)

http://www.export.gov/comm_svc/pdf/Renewable_Energy_Mission_Flyer.pdf

Education Mission- Fall 2005

San Luis Potosi and Leon, Mexico November 6-9, 2005
An excellent opportunity for school representatives to meet with Mexican students who are interested in studying in the State of Texas.

Cost: \$1500

Cost includes: participation in both fairs for up to two representatives per school; your own booth/table; marketing of the event; and two pages in a booklet that will be distributed to prospective students and partners.

For more information: <http://www.buyusa.gov/northtexas/fallmission.html>

UPCOMING SEMINARS

2nd Annual Small Business in Action Forum

9/20/05

Location: University of Dallas– Art History Auditorium

In order for small, minority and women owned businesses to grow, they must invest in their people, technology, and financial futures. Join us as we highlight successful strategies for entrepreneurs.

Cost: \$35 Time 7:30AM-noon

Entering and Succeeding in in the Northeast Asia Nutritional Supplements Market Webinar Series

Taiwan– 10/08/5, Japan-10/26/05, Korea-11/09/5

Interactive seminar in a “virtual classroom” setting. Each webinar will encompass market overview, best prospects, comprehensive review of the regulatory approval process, local distributor answering your questions, US company sharing best practices, electronically delivered resource guide that will supplement the information presented during the webinar.

Cost: \$35 per webinar or \$90 for all three webinars.

For more information on this webinar: <http://buyusa.gov/asianow/neasiainitiative.html>

Global Market Series Export Certificate Program

11/3/05-11/18/05 (Consecutive Thursdays, last session Friday AM) Location: INFOMART

Explore the critical aspects of exporting: Resources and Market Analysis, Legal Issues, Documentation and Transport, Methods of Payment, Regulatory Compliance, Trade Finance, Managing Communications.

Cost: Before Oct.20- \$45 per session, \$280 entire series; After Oct. 20- \$50 per session, \$315 entire series

NAFTA Certificate Series

12/8/05

Location: INFOMART

Session I: Rules of Origin/ NAFTA Certificate Session II: Customs Procedures: Mexico and Canada

Cost: Payment before Nov. 25- \$80 or \$40 per session; Payment after Nov. 25- \$90 or \$45 per session

The North Texas Export Assistance Center Welcomes Commercial Officer Ireas Cook

Ireas accepted the opportunity to join the Foreign Commercial Service in 2001. This was recognized as a proper fit for her talents, as she spoke multiple languages, had a familiarity with many important trading countries within the Far East, and was intimately familiar with international business.

Ireas is currently on a domestic assignment with the North Texas Export Assistance Center, joining us from a tour at the American Institute in Taiwan (AIT) in Taipei.

She will be promoting U.S. exports, especially in the automotive and environmental technology industries.

North Texas Welcomes Mr. Kelly Kemp of the Export-Import Bank

Kelly Kemp is a Business Development Officer with the Southwest Regional Office of Export-Import Bank of the United States (“Ex-Im Bank”). Based in Houston, Texas, Mr. Kemp has inherited the territorial responsibilities of Louisiana, Mississippi, the Dallas/Fort Worth metroplex and northeast Texas.

Ex-Im Bank provides working capital guarantees (pre-export financing); export credit insurance; and loan guarantees and direct loans (buyer financing).

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